

MAIL TO:  
Office of the Attorney General  
Registry of Charitable Trusts  
P.O. Box 903447  
Sacramento, CA 94203-4470

TELEPHONE: (916) 323-5079

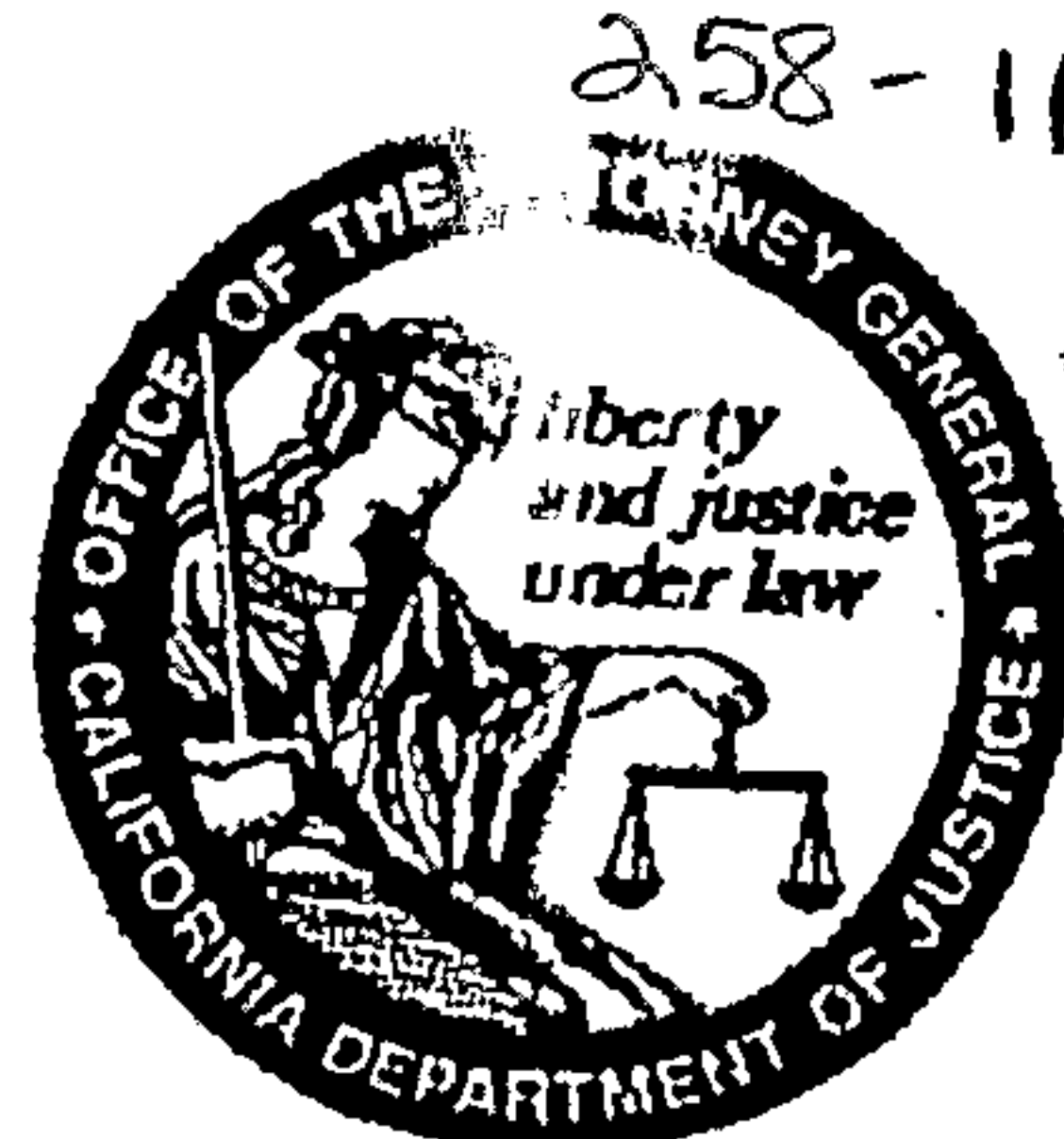
WEBSITE ADDRESS:  
<http://ag.ca.gov/charities/>

# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

## 2003 2001 ANNUAL FINANCIAL REPORT (California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1.

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



### Name and Address of Commercial Fund-raiser:

258 2002  
PUBLIC INTEREST COMMUNICATIONS, INC.  
7700 LEESBURG PIKE, SUITE# 301N  
FALLS CHURCH, VA 22043

### Name and Address of Charitable Organization or Charitable Purposes:

CT No. 19154 FEIN No. 13-1624102  
National Audubon Society, Inc.  
Name of Charity  
700 Broadway  
Address of Charity  
New York, NY 10003  
City, State, and ZIP Code of Charity

### TELEMARKETING

(Kind of Activity)

held (on) (from)

February 1, 2002 to January 31, 2003  
(Date or Dates must be shown)

#### 1. REVENUE

- A. Cash Contributions  
B. Entertainment sales or admission charges  
C. Sales from products  
D. Advertisement sales  
E. Membership fees  
F. Other sources: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

#### G. TOTAL REVENUE

198,069 A.  
\_\_\_\_ B.  
\_\_\_\_ C.  
\_\_\_\_ D.  
\_\_\_\_ E.  
\_\_\_\_ Fa.  
\_\_\_\_ Fb.  
\_\_\_\_ Fc.  
\_\_\_\_ Fd.

198,069 G.

#### 2. EXPENSES

- A. Fees or commissions  
B. Salaries  
C. Payroll taxes  
D. Employee benefits  
E. Cost of merchandise for resale  
F. Cost of entertainment  
G. Postage  
H. Advertising  
I. Telephone  
J. Rental of equipment  
K. Facilities charge  
L. Permits  
M. Other expenses: (Specify) See Attached

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

#### N. TOTAL EXPENSES

\_\_\_\_ A.  
\_\_\_\_ B.  
\_\_\_\_ C.  
\_\_\_\_ D.  
\_\_\_\_ E.  
\_\_\_\_ F.  
\_\_\_\_ G.  
\_\_\_\_ H.  
\_\_\_\_ I.  
\_\_\_\_ J.  
\_\_\_\_ K.  
\_\_\_\_ L.  
\_\_\_\_ Ma.  
\_\_\_\_ Mb.  
\_\_\_\_ Mc.  
\_\_\_\_ Md.

124,261.45 N.  
73,807.55 3

#### 3. ~~REVENUE~~ net to charitable organization or charitable purposes

#### 4. (a) Is any officer, director, partner or owner of the Commercial Fund-raiser in any way affiliated with or control, directly or indirectly, the charitable organization for which Commercial Fund-raiser has contracted to solicit?

[ ] Yes [X] No If "yes", complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and Address of Charitable Organization	Relationship of officer, etc. To Charitable Organization

(b) For each affiliation identified under 4(a), attach copy of contract between commercial fund-raiser and charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser)

DAVID E. ANDELMAN, PRESIDENT  
Printed Name

3-4-03  
Title Date

This report must be signed by two officers of the charitable organization for verifying the distribution.

Signature of authorized officer/director (Charity)

Monique Quinn VP/Controller  
Printed Name Title Date

3/27/03

Signature of authorized officer/director (Charity)

Patricia Douglas Asst. Secretary  
Printed Name Title Date

3/27/03

RECEIVED

MAY 09 2003

Attorney General's  
Registry of Charitable Trusts

410069

**NATIONAL AUDUBON SOCIETY  
CAMPAIGN EXPENSES**

Professional Fundraiser's Fee \$ 110,043.10

Campaign Expenses

Number Searching	\$ 640.06
Postage	\$ 7,515.41
Production	\$ 6,038.31
Overnight Delivery	<u>\$ 24.57</u>

Total Campaign Expenses \$ 14,218.35

**TOTAL FEES AND EXPENSES..... \$ 124,261.45**